

Simeon Kartov

UX Architect / Thinker / Problem solver

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Experience

UX Architect

SimpleBet

Nov 2018 – Apr 2020

I joined SimpleBet as the first UX Architect. I worked to re-imagine the sports betting future with innovative design strategies and user experiences. I created a complete design system and implemented it successfully through all the projects in the organization.

UX Architect

KD LTD

Aug 2015 – Oct 2018

I worked through the upwork.com platform, creating exceptional user experiences for medium and big companies worldwide. I worked on projects from Mortgage, FinTech, Medical, Renting, and other industries.

Lead UI/UX Designer

Smiley Media

Oct 2011 – Jul 2015

I joined the Smiley Media team to create and maintain a social web browser application that generated 70k+ registered users from all over the world. I lead the design team, where we used a data-driven approach to test and iterate constantly.

Senior UI Designer

Digital Domination

Jun 2011 – Feb 2012

I delivered high-class design services for many Digital Domination clients. I was responsible to wireframe and design digital experiences and communicated them to our clients. I created presentational websites and small and medium web and mobile applications.

UI Designer

Novus Paradigm

Feb 2009 – May 2011

I have created web and mobile applications for Novus Paradigm clients. I was responsible for design directions, and user interface design. Projects include payment gateways, cloud services, education portals.

Services

User Interface Design

User Experience Architecture

Wireframing & Prototyping

Design Strategy

Design Systems

User-Centered Design

Education

Technical University Varna, Bulgaria

Master, Communication Technologies

2003 – 2008

High School of Mathematics Varna

BS, Informatics and Mathematics

1998 – 2003